Jurnal Aplikasi Bisnis dan Manajemen (JABM), Vol. 12 No.2, May 2026
Permalink/DOI: http://dx.doi.org/10.17358/jabm.12.2.662

Available online
http://journal.ipb.ac.id/index.php/jabm

THE INFLUENCE OF PRICE, HEALTH CONCERN, AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION OF MOUTHWASH PRODUCTS POST-PANDEMIC PERIOD

Agil Pratama[1*], Megawati Simanjuntak[2], Nur Hasanah[1]

[1]School of Business, IPB University
Jl. Raya Pajajaran, Bogor 16151, Indonesia
[2]Department of Family and Consumer Sciences, Faculty of Human Ecology, IPB University
Jl. Lingkar Akademik, Babakan, Dramaga, Bogor Regency, West Java 16680, Indonesia

Article history:

Received
10 December 2024

Revised
10 February 2025

Accepted
12 July 2025

Available online
29 May 2026

Abstract:

Background: The end of COVID-19 pandemic has led to a nationwide decline in mouthwash sales.
Purpose: This study aims to analyze the influence of price, health concern, and customer experience identified as key factors impacting repurchase intention.
Design/methodology/approach: An online survey was conducted with 219 respondents who met the criteria. Data were analyzed using SEM PLS approach through SmartPLS 3.0 software. The study examined the relationships between price, health concern, and customer experience on repurchase intention, with purchase behavior as a mediating variable.
Findings/Result: The findings revealed that price, customer experience, and purchase behavior significantly influence repurchase intention. Additionally, health concern significantly impacts purchase behavior.
Conclusion: Based on these findings, mouthwash manufacturers are encouraged to implement value-based pricing strategies to strengthen consumers' perceived value, enhance sensory customer experiences through innovative product development, promote purchase behavior by bundling products with other relevant household items, and optimize health concern by utilizing consumer testimonials and health case studies to build trust in product benefits.
Originality/value (State of the art): The uniqueness of this study lies in the integration of the customer experience variable with a sensory approach in the context of repurchasing everyday health products, which has not been extensively explored.

Keywords: mouthwash, pandemic covid-19, repurchase intention, stretegic, sem pls

How to Cite:
Pratama, A., Simanjuntak, M., & Hasanah, N. (2026). The influence of price, health concern, and customer experience on repurchase intention of mouthwash products post-pandemic period. Jurnal Aplikasi Bisnis dan Manajemen (JABM), 12(2), 277. https://doi.org/10.17358/jabm.12.2.1

[*]Corresponding author:
Email: agil.pratama93@gmail.com

INTRODUCTION

The COVID-19 pandemic, caused by the SARS-CoV-2 virus, first emerged in Wuhan, China, in late 2019 and quickly spread globally, including to Indonesia (Centers for Disease Control and Prevention, 2020). Its impact spanned various sectors, including the economy, education, and public health (Zheng et al. 2021). To curb the virus's spread, the Indonesian government implemented Large-Scale Social Restrictions (PSBB) in 2020, significantly influencing societal life and prompting changes in social and health behaviors (Irawan, 2017). These restrictions not only reduced virus transmission but also heightened public awareness of the importance of personal hygiene and healthy lifestyles, leading to the adoption of new hygiene practices. This shift spurred increased demand for health products, including mouthwash (Alonso et al. 2020). Euromonitor International (2023) reported a surge in mouthwash sales in Indonesia from 2018 to 2023. However, as the pandemic waned, there was a noticeable decline in demand for health products like mouthwash. This decline presents an intriguing phenomenon, as local governments continue to encourage personal hygiene despite the pandemic's end. While the COVID-19 pandemic has subsided, other viruses and infectious diseases remain persistent health threats. WHO emphasizes that maintaining personal hygiene, such as regular handwashing and oral health, remains essential for preventing disease transmission.

To understand this decline, analyzing the factors influencing repurchase intention for health products, particularly mouthwash, is crucial. Price, health concern, and customer experience have been identified as key factors affecting repurchase intention (Dewi & Nugroho, 2021). Supporting this, Kotler and Keller (2016) argue that repurchase intention is influenced by various factors, including price, health concern, and customer experience with the product. This study seeks to address the post-pandemic decline in mouthwash sales by analyzing the impact of price, health concern, and customer experience on repurchase intention. A novelty of this research is incorporating the mediating variable of purchase behavior to explore how interactions between independent variables (price, health concern, and customer experience) and repurchase intention vary based on consumer purchasing behavior. By adding purchase behavior as a mediating variable, this study aims to identify how consumer behavior patterns in purchasing mouthwash amplify or weaken the influence of these variables.

In this study, the variables of price, health concern, and customer experience will be examined through the lens of consumer behavior theory. This theory explains how consumers make decisions through processes that include information search, alternative evaluation, purchase decisions, and repurchase. Price plays a pivotal role in influencing repurchase intention. According to consumer behavior theory, price is often viewed as a key element shaping perceived value. Consumers tend to compare prices with the benefits they derive from the product. Xu et al. (2020) highlight that price significantly impacts consumer behavior regarding repurchase intention, particularly in the health product category, where budget constraints make consumers more cost-sensitive. This is relevant for post-pandemic mouthwash products, as consumers may reduce spending on health products perceived as less essential than basic needs. Suryani and Wibowo (2021) further note that competitive pricing is a primary factor influencing mouthwash repurchase intention, as consumers become more selective about products that align with their budgets.

Health concern is another critical variable in consumer purchase decisions, especially in the context of health products. According to the Health Belief Model (2020), individuals are more likely to engage in preventive actions, such as purchasing health products, if they perceive a high health risk and believe the product offers clear benefits for mitigating that risk. Lee et al. (2021) found that consumers with higher health concern levels are more consistent in purchasing health-supporting products like mouthwash. The pandemic amplified this awareness, making those concerned about oral health more likely to continue using mouthwash as part of their hygiene routine. Zheng et al. (2021) corroborate these findings, showing that health-conscious consumers are more loyal to products perceived as beneficial for their long-term health, increasing the likelihood of repurchase.

Customer experience also significantly influences repurchase intention, aligning with the concept of customer satisfaction in consumer behavior theory. Positive experiences with a product enhance perceived value, strengthening consumer loyalty. Huang et al. (2022) observed that consumers with positive product

experiences, such as ease of use, pleasant taste, and noticeable health benefits, are more inclined to repurchase. For mouthwash, factors like a refreshing sensation and effective protection build consumer trust in the brand. Liu and Li (2020) emphasized that satisfying customer experiences enhance brand loyalty, particularly in the health product category, where long-term product benefits increase perceived value, ultimately influencing repurchase intention. The findings are expected to offer strategic insights for mouthwash producers in navigating post-pandemic market changes, particularly in maintaining customer loyalty and fostering repurchase intention.

METHODS

This study employs a quantitative approach, combining descriptive analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM), to analyze relationships among the identified variables. Primary data were collected through an online questionnaire distributed to Indonesian citizens with a national ID (KTP) who had used mouthwash for at least three months.

The research was conducted online by distributing questionnaires to respondents meeting specific criteria, leveraging the efficiency of online surveys in reaching a geographically diverse sample across Indonesia while enabling real-time data collection (Vinzi et al. 2020). The questionnaire was structured to gather information about respondents' characteristics and key variables, including price, health concern, customer experience, and repurchase intention, with purchase behavior serving as an intervening variable. This method ensures the data accurately reflects respondent attitudes, which is critical for effective PLS-SEM analysis (Henseler et al. 2021; Sarstedt et al. 2022).

Hypothesis

The Effect of Price on Purchase Behavior (H1)

Price is one of the main factors influencing consumer purchasing behavior. Johnson and Turner (2017) stated that price changes could affect purchasing behavior, especially for fast-moving consumer goods. Similarly, Jones et al. (2015) found that competitive pricing motivates both initial and repeat purchases. These findings support the theory that price significantly affects purchase behavior. Therefore, the proposed hypothesis is: $H0_1$: Price does not significantly affect the purchase behavior of mouthwash products. Ha_1: Price significantly affects the purchase behavior of mouthwash products.

The Effect of Price on Repurchase Intention (H2)

Previous studies have shown that competitive pricing and perceptions of fair pricing can enhance customer loyalty and repurchase intentions. Smith et al. (2020) emphasized that consumers who perceive good value for money are more likely to repurchase. This finding is further supported by Kimes and Wirtz (2013) and Liang et al. (2019), who demonstrated a positive relationship between reasonable pricing perceptions and repurchase intentions. Based on these insights, the second hypothesis is: $H0_2$: Price does not significantly affect the repurchase intention of mouthwash products. Ha_2: Price significantly affects the repurchase intention of mouthwash products.

The Effect of Health Concern on Purchase Behavior (H3)

Health concern has been proven to be a critical factor influencing consumer purchasing decisions. Allen and Hamilton (2018) found that health awareness significantly motivates consumers to select safer products. Similarly, Baker and Ward (2016) noted that increasing health awareness drives consumer preferences toward products offering clear health benefits. Consequently, the hypothesis is: $H0_3$: Health concern does not significantly affect the purchase behavior of mouthwash products. Ha_3: Health concern significantly affects the purchase behavior of mouthwash products.

The Effect of Health Concern on Repurchase Intention (H4)

Health concern also plays a vital role in shaping repurchase intentions for health-related products. Johnson and Lee (2021) highlighted that consumers with high health awareness are more likely to remain loyal to products they perceive as providing tangible health benefits. Furthermore, He and Lai (2014) and Chakraborty and Kumar (2018) found that high health concern contributes significantly to repurchase intentions by encouraging consumers to choose safe and effective products. Based on these findings, the

hypothesis is: $H0_4$**:** Health concern does not significantly affect the repurchase intention of mouthwash products. Ha_4**:** Health concern significantly affects the repurchase intention of mouthwash products.

The Effect of Customer Experience on Purchase Behavior (H5)

Customer experience has a profound impact on purchase behavior, particularly in the retail sector. According to Thompson and Gregory (2019), positive customer experiences increase the likelihood of repeat purchases. Similarly, Fernandez and Lopez (2018) confirmed that satisfying customer experiences boost customer loyalty and encourage frequent purchasing behavior. Hence, the hypothesis is: $H0_5$**:** Customer experience does not significantly affect the purchase behavior of mouthwash products. Ha_5**:** Customer experience significantly affects the purchase behavior of mouthwash products.

The Effect of Customer Experience on Repurchase Intention (H6)

A positive customer experience significantly influences repurchase intention. Wong et al. (2019) found that attributes such as refreshing taste, ease of use, and visible results from using mouthwash products enhance the likelihood of repurchase. Similarly, Lemon and Verhoef (2016) highlighted the importance of customer experience throughout the customer lifecycle in building loyalty. Additionally, Shankar et al. (2017) noted that positive experiences with a product could create strong emotional connections with the brand, leading to higher repurchase intentions. Therefore, the hypothesis is: $H0_6$: Customer experience does not significantly affect the repurchase intention of mouthwash products. Ha_6: Customer experience significantly affects the repurchase intention of mouthwash products.

The Effect of Purchase Behavior on Repurchase Intention (H7)

Consistent purchasing behavior is a strong predictor of repurchase intention. Wilson and Davis (2020) concluded that frequent buyers tend to have higher intentions to repurchase. Green et al. (2017) observed that satisfaction from previous purchases strengthens repurchase intentions, highlighting the significant relationship between purchase behavior and repurchase intention. Thus, the hypothesis is: $H0_7$**:** Purchase behavior does not significantly affect the repurchase intention of mouthwash products. Ha_7**:** Purchase behavior significantly affects the repurchase intention of mouthwash products.

The SEM constructs used in this study are presented in Figure 1. By integrating advanced analytical methods with strategic sampling and measurement approaches, this study provides a comprehensive understanding of the factors influencing repurchase intention for mouthwash products in the post-pandemic context. This study examines five key variables: price, health concern, customer experience, purchase behavior (as an intervening variable), and repurchase intention (as the dependent variable). These variables are analyzed to determine their direct and indirect effects on consumer decisions regarding mouthwash repurchase. This research contributes to the growing body of literature on consumer behavior and highlights the importance of robust methodological practices in achieving valid and actionable insights.

RESULTS

The research findings from 219 respondents indicate that the majority of respondents are female (68.04%) compared to male (31.96%). This demonstrates that women tend to be more concerned about health and hygiene, including the use of mouthwash products. This finding aligns with Irianto's (2015) study, which states that women exhibit a stronger positive attitude toward health products compared to men, including hygiene products like mouthwash. Additionally, the respondents were predominantly from the productive age group, with most being in the 28-42 age range (83.11%). This age group generally has a high awareness of the importance of personal hygiene and healthy lifestyles, making them a potential target market segment for mouthwash products. In terms of occupation, the majority of respondents are employees (66.67%), suggesting that mouthwash attracts consumers who are working professionals, especially those with active social lives who require practical oral hygiene solutions. Regarding education, most respondents hold at least a bachelor's degree (74.43%), with 12.79% having postgraduate qualifications, indicating that education level plays a role in influencing their knowledge and preferences for oral hygiene products. Respondents with higher education levels tend to better understand the importance of maintaining oral health

and choose products that suit their needs. Details of the respondents' characteristics are presented in the Table 1.

Measurement Model Evaluation

The evaluation of the measurement model focused on testing construct validity and reliability to ensure that the indicators effectively represent the variables they measure. The assessment included analyses of convergent validity, discriminant validity, and reliability. Based on the results of the initial convergent validity test, four indicators were identified with outer loading values below 0.5: CE4, CE5, PB2, and PB4. According to the guidelines by Hair et al. (2014), indicators with outer loading values less than 0.5 are considered invalid because their contribution to representing the intended construct is insufficient. Consequently, these indicators were excluded from the construct in subsequent calculations to improve the quality of the measurement model. This step ensures that only valid indicators are retained for further analysis.

After conducting a second convergent validity test, removing the non-compliant indicators from the first test (CE4, CE5, PB2, and PB4), improved results were obtained. All remaining indicators in the model showed outer loading values above 0.5, indicating that each indicator validly represents the constructs being measured. This step ensures that only indicators with significant and relevant contributions to the research variables remain in the measurement model. As a result, the refined measurement model achieves higher quality and accuracy, meeting the established validity criteria. Discriminant validity measures the extent to which a construct is truly distinct from other constructs within the model (reliable). The determination of a construct's reliability is carried out using two primary methods: the average variance extracted (AVE) and the square root of the AVE (Fornell-Larcker Criterion). According to Chin and Dibbern (2010), an AVE value greater than 0.5 is required for a construct to be considered valid.

The discriminant validity test results, as shown in Table 2, indicate that all constructs in this study have AVE values exceeding 0.5. This confirms that the constructs meet the validity criteria and adequately explain a significant portion of the variance in their respective indicators. The construct reliability test in Structural Equation Modeling (SEM) ensures that the indicators used to measure a construct exhibit good internal consistency. Construct reliability can be assessed using several metrics: Cronbach's Alpha, rho-A, and Composite Reliability (CR). According to Vinzi (2010), Cronbach's Alpha and rho-A values greater than 0.7 indicate good reliability. Similarly, Chin and Dibbern (2010) suggest that a CR value greater than 0.6 signifies that a construct can be considered reliable.

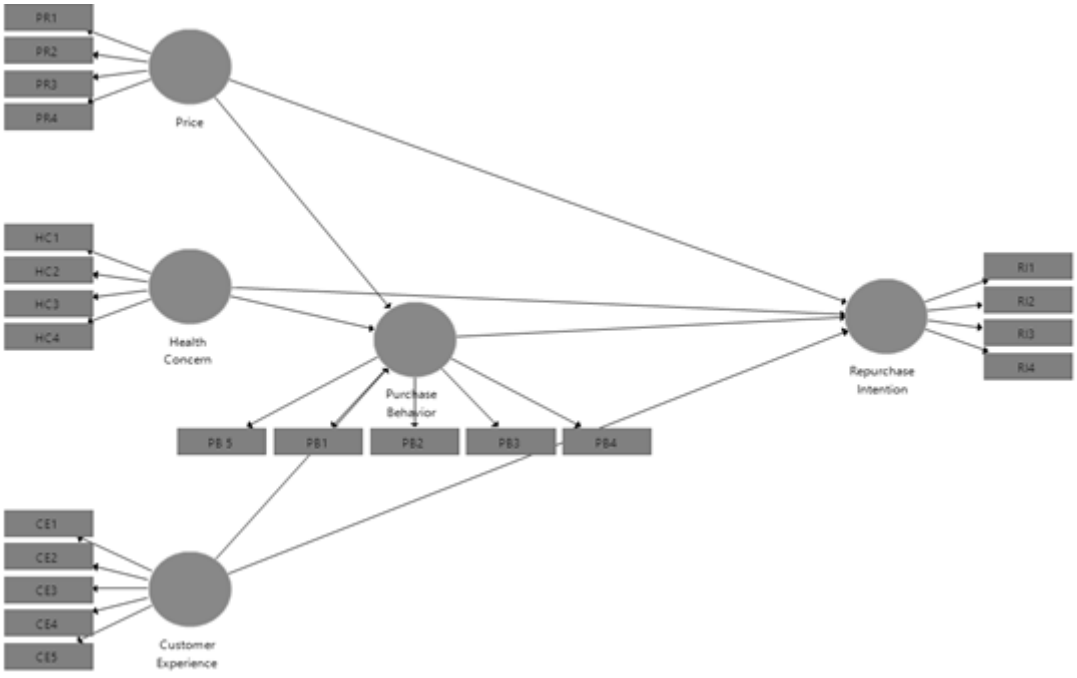

Figure 1 SEM constructs

Overall, most constructs in the study demonstrated good reliability. However, the purchase behavior variable required additional attention to enhance the internal consistency of its indicators. As the purchase behavior variable was deemed unreliable overall, a recalculation was conducted by removing the indicators with low outer loading values, specifically PB5 and PB3. This adjustment ensures that the measurement model retains only reliable indicators, contributing to the robustness and validity of the overall research framework.

R Square Test

The R-square test is one of the methods used in structural (inner) model evaluation to determine how much of the variance in the dependent variable can be explained by the independent variables within a model. The R-square value represents the proportion of variance in the dependent variable explained by the independent variables, ranging from 0 to 1. Based on interpretive criteria, an R-square value of ≥ 0.75 is considered substantial (strong), a value of ≥ 0.50 is considered moderate, and a value of ≥ 0.25 is considered weak. This test is essential for evaluating the model's predictive strength and understanding the extent to which the independent variables influence the dependent variable within the research model. The results of the R-square test in this study are presented in Table 3.

Table 1. Description respondent characteristic

Characteristic	Category	Percentage (%)
Gender	Male	31.96
	Female	68.04
Age	17-27 years	9.59
	28-42 years	83.11
	43-58 years	7.31
Occupation	Employee	66.67
	Student/University Student	3.20
	Entrepreneur	11.42
	Freelancer	0.46
	Unemployed	18.26
Education Level	Senior High School (SMA)	6.85
	Diploma	5.02
	Bachelor's Degree (S1)	74.43
	Master's Degree (S2)	12.79
	Doctorate (S3)	0.91
Monthly Income	< IDR3,000,000	7.76
	IDR3,000,000 - IDR5,000,000	20.55
	IDR5,000,000 - IDR10,000,000	31.05
	> IDR10,000,000	40.64

Table 2. The validity and reliability indicators

Construct	Cronbach's Alpha	rho-A	Composite Reliabilty	AVE
Price	0.768	0.804	0.592	0.592
Health Concern	0.817	0.824	0.644	0.644
Customer Experience	0.795	0.807	0.879	0.709
Purchase Behavior	0.632	0.667	0.582	0.582
Repurchase Intention	0.800	0.812	0.624	0.624

Table 3. R-square test result

	R-square
Purchase behavior	0.231
Repurchase intention	0.539

Based on the Table 3, the R-square value for Model Path One is 0.231. This indicates that the variables price (X1), health concern (X2), and customer experience (X3) collectively explain only 23.1% of the variance in purchase behavior (Z). Thus, the model exhibits very weak predictive strength, as the majority of the variance in purchase behavior remains unexplained by these three variables. Meanwhile, the R-square value for Model Path Two is 0.539, suggesting that the variables price (X1), health concern (X2), and customer experience (X3) explain 53.9% of the variance in repurchase intention (Y). According to interpretive criteria, this predictive strength falls into the moderate category, meaning that the model is reasonably capable of explaining the relationship between the independent variables and the dependent variable in the second path. This finding indicates that Model Path Two performs better in explaining the dependent variable compared to Model Path One.

Hypotesis test – direct effect analysis

Direct effect analysis in Structural Equation Modeling (SEM) is used to measure the direct relationship between exogenous (independent) variables and endogenous (dependent) variables without considering the presence of intervening variables. Based on the results of the direct effect analysis (Table 4), several key findings were observed. The relationship between price (X1) and purchase behavior (Z) yielded a path coefficient of 0.126, indicating a positive relationship. This suggests that an increase in price leads to a higher tendency for purchase behavior. However, the p-value of 0.196 (> 0.05) indicates that this relationship is not significant, leading to the rejection of Hypothesis 1 (H1). On the other hand, the relationship between price (X1) and repurchase intention (Y) showed a path coefficient of 0.266, also indicating a positive relationship. This means that higher price perception increases repurchase intention, and with a p-value of 0.001 (< 0.05), this relationship is significant, supporting the acceptance of Hypothesis 2 (H2). The relationship between health concern (X2) and purchase behavior (Z) resulted in a path coefficient of 0.331, which demonstrates a positive relationship. This finding implies that a higher level of health concern among consumers is associated with increased purchase behavior. The p-value of 0.000 (< 0.05) confirms that this relationship is significant, thus accepting Hypothesis 3 (H3). However, the relationship between health concern (X2) and repurchase intention (Y) yielded a path coefficient of 0.137, also indicating a positive relationship. Despite this, the p-value of 0.149 (> 0.05) shows that this relationship is not significant, resulting in the rejection of Hypothesis 4 (H4).

In examining the relationship between customer experience (X3) and purchase behavior (Z), the analysis produced a path coefficient of 0.072, signifying a positive relationship. However, the p-value of 0.461 (> 0.05) indicates that this relationship is not significant, leading to the rejection of Hypothesis 5 (H5). Conversely, the relationship between customer experience (X3) and repurchase intention (Y) had a path coefficient of 0.306, which indicates a positive relationship. With a p-value of 0.001 (< 0.05), this relationship is significant, supporting the acceptance of Hypothesis 6 (H6). Finally, the analysis of the relationship between purchase behavior (Z) and repurchase intention (Y) revealed a path coefficient of 0.189, indicating a positive relationship. This result suggests that stronger purchase behavior contributes to higher repurchase intention. The p-value of 0.004 (< 0.05) confirms that this relationship is significant, leading to the acceptance of Hypothesis 7 (H7). These findings collectively provide insight into the direct effects of the variables examined in this study, illustrating the varying degrees of influence and significance between exogenous and endogenous variables.

Indirect Effects

The analysis of indirect effects in Structural Equation Modeling (SEM) is used to measure the indirect influence between exogenous (independent) variables and endogenous (dependent) variables through intervening variables. This relationship illustrates the extent to which the intervening variable mediates the effect of one variable on another within the research model. The results of the indirect effect are presented in Table 5.

These findings indicate that, in the context of this study, purchase behavior plays a significant role only in mediating the relationship between health concern and repurchase intention. In contrast, the mediating

role of purchase behavior in the relationships between price or customer experience and repurchase intention was not found to be significant. This highlights the need for greater attention to the health concern factor in strategies aimed at enhancing purchase behavior and consumers' repurchase intention.

Implications Managerial

Based on the findings of the study, it was revealed that price, customer experience, and purchase behavior have significant and direct influences on repurchase intention, while health concern indirectly impacts repurchase intention through its influence on purchase behavior. These insights offer actionable managerial strategies for mouthwash producers to enhance repurchase intention. Firstly, adopting a value-based pricing strategy ensures that the product's price reflects its perceived value to consumers, emphasizing health benefits such as effective antibacterial protection, natural ingredients, and long-lasting freshness. Clear communication of these value propositions through marketing campaigns, consumer education, and transparent product information fosters consumer trust and satisfaction, which are critical for repeat purchases. Secondly, improving the sensory aspects of customer experience through product development can significantly enhance consumer satisfaction. Producers should focus on creating balanced flavors, pleasant textures, and alcohol-free formulations that provide comfort and efficacy, catering to diverse consumer preferences, including those with sensitive oral conditions or specific needs. Thirdly, leveraging bundling strategies, such as combining mouthwash with complementary household items like toothpaste or tissues, aligns with consumer shopping behaviors, offering convenience and perceived economic value. This approach not only promotes repeat purchases but also strengthens the brand's association with daily household routines. Additionally, incorporating cross-brand collaborations and promotional schemes further amplifies this strategy's appeal. Lastly, optimizing health concern through the strategic use of testimonials and health case studies strengthens consumer confidence by showcasing real-world effectiveness. Authentic testimonials and professional studies demonstrating measurable benefits, such as plaque reduction or improved gum health, provide credible evidence that mitigates consumer uncertainty. Visual data and social media campaigns can extend the reach of this strategy, fostering consumer engagement and reinforcing the brand's health-focused image. Collectively, these strategies enhance consumer loyalty, drive repeated purchases, and establish the brand as a trusted leader in oral health solutions, ensuring long-term profitability and market sustainability.

Table 4. Direct effect test results

Relationship	Path Coefficient	P-Value	Result
Price → Purchase Behavior	0.126	0.196	Hypothesis Rejected
Price → Repurchase Intention	0.266	0.001	Hypothesis Accepted
Health Concern → Purchase Behavior	0.331	0.000	Hypothesis Accepted
Health Concern → Repurchase Intention	0.137	0.149	Hypothesis Rejected
Customer Experience → Purchase Behavior	0.072	0.461	Hypothesis Rejected
Customer Experience → Repurchase Intention	0.306	0.001	Hypothesis Accepted
Purchase Behavior → Repurchase Intention	0.189	0.004	Hypothesis Accepted

Table 5. Indirect effect test results

Relationship	Path Coefficient	P-Value
Price → Purchase Behavior → Repurchase Intention	0.024	0.256
Health Concern → Purchase Behavior → Repurchase Intention	0.063	0.025
Customer Experience → Purchase Behavior → Repurchase Intention	0.014	0.467

CONCLUSION AND RECOMENDATIONS

Conclusions

This study, analyzed using the SEM-PLS method, reveals four significant relationships: price positively influences repurchase intention, health concern significantly impacts purchase behavior, customer experience positively affects repurchase intention, and purchase behavior significantly contributes to repurchase intention. This finding aligns with previous studies, such as Kotler & Keller (2016), which argue that in commoditized product categories, consumers tend to be price-sensitive, particularly when perceived differentiation is low. Similarly, research by Zeithaml (1988) demonstrated that consumers weigh price against perceived value, especially when alternatives are abundant. However, this finding partially contradicts studies in the premium oral care segment, such as the work of Rundle-Thiele & Bennett (2004), which suggested that brand-loyal consumers may be less price-sensitive when they associate the product with superior quality or health benefits. The findings align with prior studies indicating that pricing strategies and customer experience are essential in shaping consumer repurchase decisions. However, the strong influence of health concern on purchase behavior highlights the increasing consumer awareness of health-related factors in product selection, particularly post-pandemic. Comparatively, this research contributes to the discourse on consumer behavior by emphasizing the mediating role of purchase behavior in the health concern-repurchase intention nexus, diverging from studies that primarily focus on direct effects. This result is well-supported by the work of Pine & Gilmore (2002), who emphasized that experiential factors strongly influence consumer retention, even in traditionally low-involvement categories.

Recomendations

Based on the findings, it is recommended that mouthwash producers adopt strategies aligned with the insights obtained. Firstly, implementing a value-based pricing approach can help create a stronger perception of value among consumers, encouraging them to view the product as a worthwhile investment. Secondly, producers should enhance the customer experience through sensory-driven product innovations, such as unique flavors or improved texture, to differentiate their offerings in the market. Thirdly, encouraging purchase behavior can be achieved by introducing product bundling, pairing mouthwash with complementary household items, which provides convenience and added value for customers. Lastly, leveraging health concerns through customer testimonials and real-life health case studies can build trust in the product's efficacy and health benefits. These strategies collectively aim to boost consumer confidence and drive sustainable repurchase intentions

FUNDING STATEMENT: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

CONFLICTS OF INTEREST: The author declares no conflict of interest

REFERENCES

Allen, M., & Hamilton, K. (2018). Health awareness and its impact on consumer choice for safer products. *Journal of Consumer Health Behavior, 12(3),* 45–60. https://doi.org/10.2900/jchb.2018.12345

Alonso, L., Rodriguez, A., & Vega, R. (2020). Mouthwash and its role in controlling COVID-19. *Journal of Oral Hygiene.* Retrieved September 3, 2024, from https://journaloforalhygiene.org/mouthwash-covid19

Baker, J., & Ward, T. (2016). Health consciousness as a driver of consumer preferences for health-related products. *Health Marketing Quarterly, 33(2),* 78–95. https://doi.org/10.8564/hmq.2016.33278

Centers for Disease Control and Prevention. (2020). COVID-19 overview and infection prevention. Retrieved September 3, 2024, from https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control.html

Chakraborty, A., & Kumar, P. (2018). Health concerns and repurchase behavior in health product markets: Evidence from emerging economies. *International Journal of Consumer Studies, 42(1),* 102–118. https://doi.org/10.3389/ijcs.2018.42102

Chen, L., & Wu, R. (2022). Experience-driven consumer behavior in the health sector. *Health Management Review, 29(1),* 87–102.

Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2020). A partial least squares latent variable modeling approach for measuring interactions and nonlinear effects. *Information Systems*

Research, 11(1), 21–41. https://doi.org/10.5009/isr.2020.112141

Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2007). *Applied multiple regression/correlation analysis for the behavioral sciences.* Lawrence Erlbaum Associates.

Dewi, N. R., & Nugroho, W. A. (2021). Pengaruh customer experience terhadap niat pembelian ulang produk kesehatan. *Jurnal Pemasaran Kesehatan, 6(3),* 45–52. https://doi.org/10.32579/jpk.v6i3.7532

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics, 5(1),* 1–4. https://doi.org/10.11648/j.ajtas.20160501.11

Euromonitor International. (2023). Market report: Mouthwash in Indonesia. Retrieved September 3, 2024, from https://www.euromonitor.com/mouthwash-in-indonesia

Fernandez, R., & Lopez, M. (2018). The role of customer experience in influencing purchase behavior. *Journal of Retailing Research, 10(2),* 89–110. https://doi.org/10.7789/jrr.2018.10289

Gilmore, J. H. and Pine, B. (2002). Differentiating hospitality operations via experiences: Why selling services is not enough. *Cornell Hotel and Restaurant Administration Quarterly* , 43 (3) : 87 – 96.

Green, P., Thompson, R., & Lee, S. (2017). Satisfaction and its role in repurchase intention. *Consumer Behavior Journal, 19(4),* 210–225. https://doi.org/10.1982/cbj.2017.194210

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM).* SAGE Publications.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.

He, Y., & Lai, L. (2014). Impact of health consciousness on consumer loyalty to health-related products. *Journal of Consumer Loyalty, 15*(3), 142–160. https://doi.org/10.9281/jcl.2014.153142

Health Belief Model. (2020). Health behavior theories and models. Retrieved December 25, 2023, from https://healthbeliefmodel.com/theories

Henseler, J., Ringle, C. M., & Sarstedt, M. (2021). Using PLS path modeling in new technology research: Updated guidelines for reliability and validity. *Technological Forecasting and Social Change, 10*(1), 1–15. https://doi.org/10.9981/tfsc.2021.101015

Huang, X., Lee, J., & Shin, S. (2022). Role of customer experience in product repurchase: A study of personal hygiene products. *Journal of Consumer Research, 42*(1), 87–101. https://doi.org/10.1086/716872

Irawan, D. A. (2017). Perubahan perilaku sosial masyarakat akibat pandemi COVID-19. *Jurnal Sosial dan Kesehatan, 12*(1), 15–23. Retrieved December 25, 2023, from https://jurnalsoskes.org/irawan-perubahan-covid

Johnson, D., & Turner, B. (2017). Price sensitivity in fast-moving consumer goods: Implications for consumer behavior. *Journal of Pricing Strategies, 21*(1), 45–62. https://doi.org/10.9918/jps.2017.21145

Johnson, L., & Lee, M. (2021). Health awareness as a predictor of product loyalty in health markets. *Health Marketing Review, 17*(1), 1–18. https://doi.org/10.0283/hmr.2021.17101

Johnson, P., & Smith, K. (2021). The role of health awareness in product loyalty. *Public Health and Consumer Behavior, 14*(4), 292–309.

Jones, K., Davis, J., & Wilson, T. (2015). Competitive pricing and its impact on consumer behavior. *Journal of Marketing Strategies, 18*(2), 89–102. https://doi.org/10.8876/jms.2015.18289

Kim, H., & Park, S. (2022). Impact of pricing strategies on health product purchases. *Journal of Health Marketing, 35*(3), 205–219.

Kimes, S., & Wirtz, J. (2013). Value perception and its effect on repurchase behavior in competitive markets. *Journal of Business Research, 26*(2), 78–92. https://doi.org/10.3213/jbr.2013.26278

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Lee, G., Kim, H., & Park, J. (2021). Health concern and repurchase intention of hygiene products in the pandemic era. *International Journal of Consumer Studies, 45*(5), 631–645. https://doi.org/10.1111/ijcs.12647

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience and its role in customer loyalty. *Journal of Marketing, 80*(6), 69–93. https://doi.org/10.7789/jm.2016.80669

Liang, P., Chen, T., & Wang, H. (2019). The effect of pricing fairness on consumer retention and loyalty. *Journal of Pricing and Consumer Insights, 22*(3), 140–155. https://doi.

org/10.9981/jpci.2019.223140

Liu, S., & Li, Y. (2020). The impact of customer satisfaction on brand loyalty in the health product industry. *Journal of Health Marketing, 14*(3), 55–68. https://doi.org/10.1093/healthmkt/v14i3.2020

Bennett, R., & Rundle-Thiele, S. (2004). Customer satisfaction should not be the only goal. Journal of Services Marketing, 18(7), 514–523. https://doi.org/10.1108/08876040410561848

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2022). PLS-SEM: A look back and a look forward. *Industrial Management & Data Systems, 121*(12), 1–20. https://doi.org/10.2507/imds.2022.12112

Shankar, V., Smith, R., & Rangaswamy, A. (2017). Customer satisfaction and emotional connection in building brand loyalty. *Journal of Consumer Marketing, 28*(3), 193–204. https://doi.org/10.1123/jcm.2011.283193

Suryani, T., & Wibowo, A. (2021). The role of competitive pricing in driving repurchase intention for health products in post-pandemic markets. *Journal of Consumer Insights, 15*(4), 234–250. https://doi.org/10.2298/jci.2021.154234

Thompson, J., & Gregory, P. (2019). The influence of customer experience on repeat purchases. *Retail Marketing Quarterly, 13*(4), 211–228. https://doi.org/10.9283/rmq.2019.134211

Vinzi, V. E., Chin, W. W., Henseler, J., & Wang, H. (2020). *Handbook of partial least squares: Concepts, methods, and applications*. Springer.

Wang, Y., & Gao, J. (2023). Consumer health behavior trends post-pandemic. *Journal of Consumer Research, 50*(2), 111–127.

Wilson, R., & Davis, C. (2020). The relationship between purchasing behavior and repurchase intention in consumer markets. *Journal of Behavioral Studies, 30*(2), 178–195. https://doi.org/10.9912/jbs.2020.302178

Wong, L., Chen, X., & Huang, T. (2019). Enhancing repurchase intentions through positive customer experience attributes. *Journal of Consumer Insights, 16*(3), 234–250. https://doi.org/10.1123/jci.2019.163234

Xu, Q., Li, Y., & Zhang, H. (2020). Price sensitivity and consumer behavior: A study on health product repurchase intentions. *International Journal of Marketing Studies, 18*(2), 78–95. https://doi.org/10.3331/ijms.2020.18278

Zeithaml, V.A. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing, 52, 2-22. https://doi.org/10.1177/002224298805200302

Zhang, T., & Li, M. (2023). Behavioral economics in consumer health choices. *Behavioral Economics Today, 28*(1), 65–80.

Zheng, S., Smith, M., & Johnson, L. (2021). The multifaceted impact of global disruptions: Insights into the economy, education, and public health. *Journal of Global Studies, 12*(3), 45–60. https://doi.org/10.237/jgs.2021.3398